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# BCEC X NEON

FALL 2023 | PROPOSAL



# OVERVIEW

01. Introduction

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02. Background Research

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03. Digital Marketing

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04. Physical Intercepts

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05. Conclusion + Next Steps

# INTRODUCTION

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**Uriel Diaz**

**Media Sector PM**

*Environmental Economics and  
Data Science*



**Iselle Kim**

**Media Sector PM**

*Political Economy and Media  
Studies*

**Introduction** | Background | Digital Marketing  
| Physical Intercepts | Conclusions + Next Steps

# OUR TEAM

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**Anusha Aira**



**Christine Lee**



**Chris Marquand**



**Cyrus Gilani**



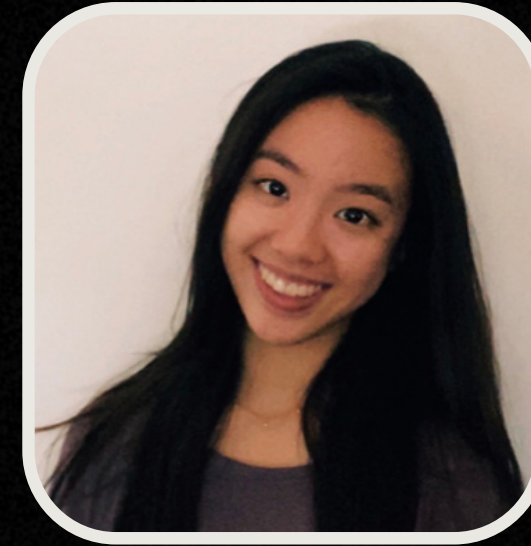
**Dylan Eustachy**



**Megan Lee**



**Kaitlyn Brady**



**Charis Tang**

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# OUR TEAM

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**Elaine Hong**

*Sector Intern*



**Lilah Navale**

*Sector Intern*

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# BACKGROUND

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## NEON'S Strengths



- Taking creative risks
- Widely regarded as premier documentary film distributor
- Connecting with audiences across social media/user friendly website



### Taking a chance on *Parasite*

- Strategic crafting of trailer
- Youtube : 24M (10K-14K daily average)
- Word of mouth and trailer intrigue
- Effectively telling a story

Introduction | **Background** | Digital Marketing  
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# CONSUMER BASE



## Ethos

- Fills the role of an influential tastemaker in modern indie circuit
- Centers brand identity on the big-screen experience to foster a community of cinephiles.
- In between mainstream Hollywood, and experimental cinema



## Market for Origin @ Berkeley

- Social Rights Advocates in Berkeley
- Humanities @ Cal
  - Poli-Sci, Gender Studies, Legal Studies, AFRICAM Studies, Film, Media, Sociology, etc.
- Cinephiles and older followers of Ava DuVernay (Selma, When They See Us, 13th)



# ORIGIN: REVIEWS

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*“Professional Tastemakers”,  
“Highly Attuned”, and  
“Genre agnostic”*

*Takes “creative risks on bold  
cinema”, “Connotes  
experience”*

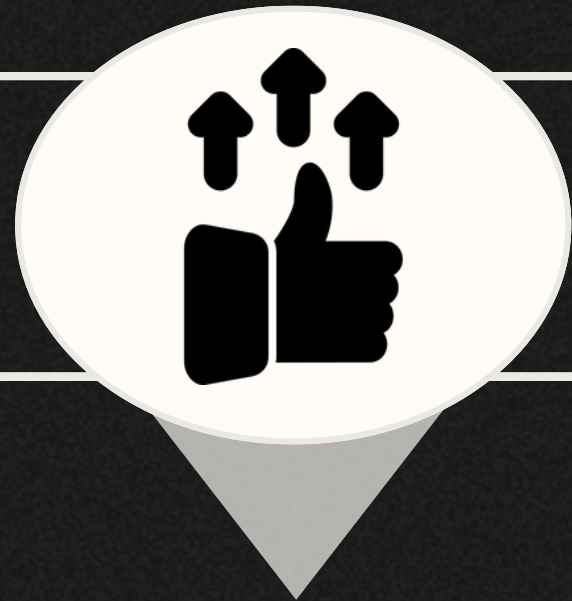


*“A revelation and an eye-  
opening masterclass in  
filmmaking”*

*“More-than-worthy  
attempt at deconstructing  
systemic oppression”*

# ORIGIN: PSYCHOGRAPHICS

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## Attitudes

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Critical/progressive,  
inquisitive, cultivating mindset



## Values

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Self-direction, growth mindset,  
universalism, historical wisdom



## Lifestyle

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Busy, academically/career oriented,  
proactive thinkers and achievers

## Target Market

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**Progressive** individuals interested in making a **difference**, challenging the **status quo** and **unjust social institutions**, raising awareness, or become more **self-aware**

# DIGITAL MARKETING

# CASE STUDIES

## BAMPFA

### Berkeley Art Museum & Pacific Film Archive

- Panels & interviews with director, writer, etc.
- Incentives
  - Merchandise, free admission, film pass, etc.
- Gets community involved
  - BAMPFA Student Committee
  - Workshops, labs, recs, student/faculty exhibitions



asucsuperb Thelma and Louise depicts the friendship that everyone dreams to have: one where you can leave your deadbeat husband and midwest life with nothing but a Thunderbird and some fishing poles. There's a reason why this friendship is referenced in so many films and TV shows, and if you don't know why then I guess you just have to come and see for yourself.

Whether you're coming to witness the beautiful friendship between Thelma and Louise, or to see Brad Pitt shirtless and in a cowboy hat, this screening is one you do not want to miss!

But get there early at 6 to make it feel like you're being served by Brad himself, as we'll be offering waffles, Mexican Coke and a special photo booth opportunity.

\*\*\*EVENT DETAILS\*\*\*  
 Thursday, September 21st  
 Serving Waffles & Coke @ 6 PM  
 Movie Starts @ 7 PM  
 East Pauley Ballroom  
 FREE with Cal ID

Stay in the loop with all ASUC SUPERB happenings:  
<http://superb.berkeley.edu/>  
<http://facebook.com/asucsuperb>  
<http://twitter.com/asucsuperb>  
<http://instagram.com/asucsuperb>  
<https://tiktok.com/@asucsuperb>



- Trendy, clear graphic
  - Art & Design Team
- Incentives attached to event

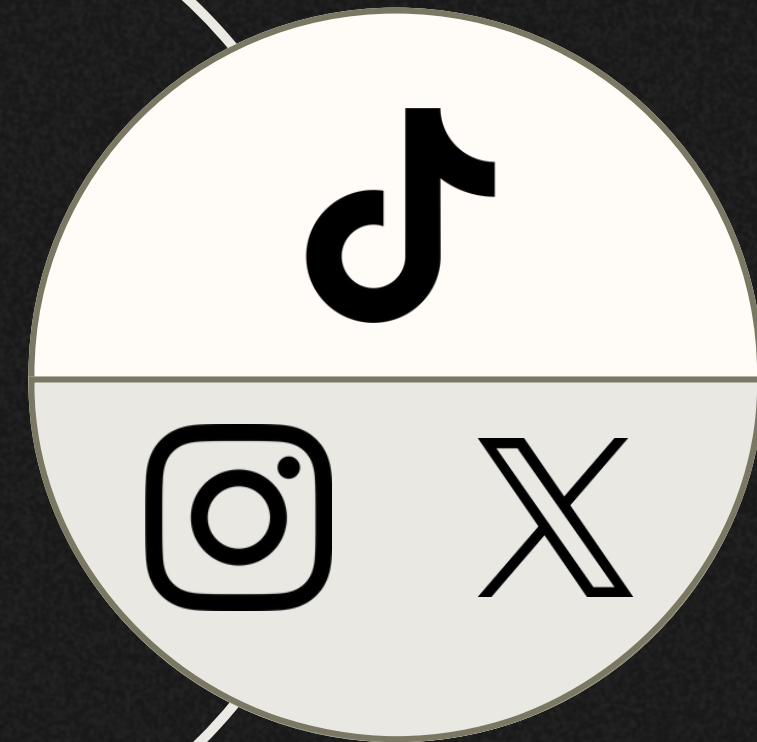
- Relevant caption
  - Marketing Team
- Clear expectations

- Fun stories day of the event
  - Attention-grabbing
- Active marketing

# REACHING CAMPUS

- Email marketing in weekly / monthly newsletters to UC Berkeley community
- Potential live-streaming events with actors/actresses starring in the movie (or even Ava DuVernay)
- Partner with local social media influencers who focus on social impacts to outline the significance of the movie
  - JSK Media

- Run targeted social media campaigns targeted specifically for Berkeley community
  - What social impacts does *Origin* highlight & how can we help?
  - Relate content from movie to historic events that happened here
- Utilize Berkeley clubs & organizations' social platforms to promote the social impact of this movie
- Post QR Codes around campus linked to the trailer



# PHYSICAL INTERCEPTS


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American Studies, Film and Media, History, English, Ethnic Studies, Anthropology, Sociology, Critical Theory, and Liberal Arts.

Screening a trailer is one of the oldest and most efficient in-person marketing strategies.

Since the teaser is under 3 minutes long most departments would allow the trailer to be played before classes, meaning great first hand exposure



**Outreach to target departments**

# PHYSICAL INTERCEPTS



## Film-related Student Organizations

- DKA Professional Film Fraternity
- Cinema Arts and Production Club
- Student Union Program, Entertainment, and Recreation Board (SUPERB)

## African American Student Organizations:

- Black Student Union
- DAES' Black Film Collective
- Zawadi: Black LGBTQ Community at Berkeley
- Diaspora Magazine
- HAAS Undergraduate Black Business Association
- Black Pre-Law Association at Berkeley
- Black Caucus

## Law + Politically-involved Student Organizations:

- PAD Professional Law Fraternity
- Berkeley Journal of Gender, Law & Justice
- Womxn of Color Collective
- Gia Magazine
- Mass Media at Berkeley Law
- Women of Color Initiative

Introduction | Background | Digital Marketing  
| **Physical Intercepts** | Conclusions + Next Steps



# PHYSICAL INTERCEPTS

## Incentivization

- Physical Events with NEON merchandising
- Possible Book signings/virtual zoom Q/A
- Target and attract the crowd most interested in Origin's themes

## Strategy

Utilizing Berkeley's famous political history as a consumer segmentation strategy, we also plan to incentivize physical intercept participation through popular localized establishments

## Locations

### Theaters/Museums

- Elmwood Rialto
- Berkeley Repertory Theater
- BAMPFA
- Alamo Drafthouse

### Local Bookstores

- Moe's Books
- Mrs. Dalloway's
- Pegasus Books

### Local Record Stores

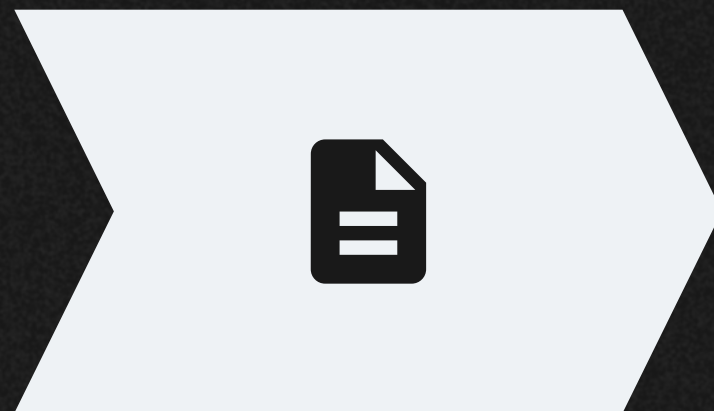
- Amoeba Music
- Rasputin Records

# NEXT STEPS

# PROJECT TIMELINE

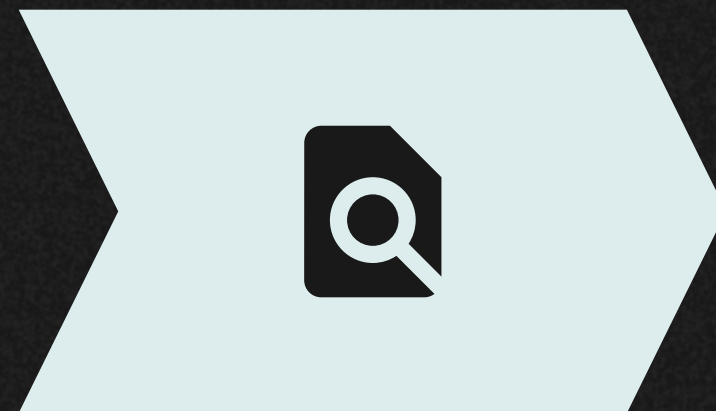
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1 - Prep materials +  
select viable ideas



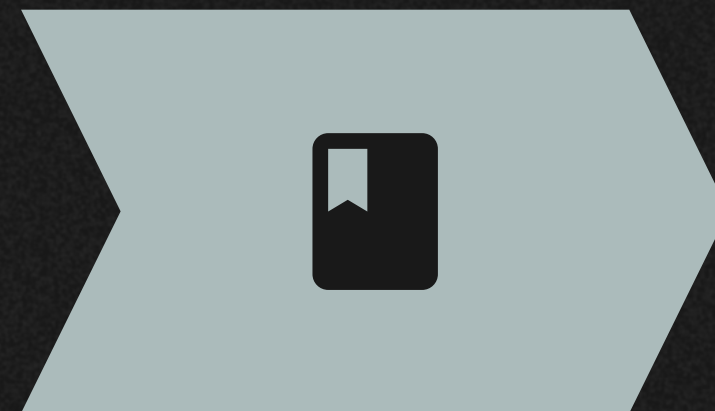
Planning for the semester  
still ahead [Oct to Dec]

2 - General NEON  
brand awareness



Pop-ups, flyering, NEON  
merch

3 - Event date picked,  
market screening



Scheduling and  
budgeting event

4 - Screening, New  
York office trip



Wrapping things up

Introduction | Background | Digital Marketing  
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**THANK YOU!**  
**ANY QUESTIONS?**